

# ARIEL IRVING

Senior Copywriter & Content Strategist

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## INFO

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## EXPERIENCE

### Senior Copywriter, Cardinal Financial

Denver, CO — June 2021 to Present

- Leads copy team in bringing the Cardinal brand voice to life across mediums and personas
- Communicates challenging, technical, and highly regulated concepts for effortless and enjoyable B2C consumption
- Establishes content strategy for all campaigns and editorial content for the entire sales funnel
- Iterates asset messaging through customer journey mapping, A/B testing, iteration, and clear communication of outcomes
- Guides social media and digital content efforts, ensuring continued SEO and engagement gains
- Works collaboratively with C-Suite stakeholders and interface developers to push the brand forward, connect meaningfully with consumers, and improve ROI
- Maintains current knowledge of industry trends to generate timely content and audit/revise existing content
- Writes or edits all Cardinal Financial content, including: blog posts, email drips, video scripts, social media posts, research reports, web copy, teaching curriculum, lead generation ad copy, landing page copy, and brochures

### Senior Copywriter and Content Manager, Motto Mortgage (RE/MAX Holdings)

Denver, CO — July 2019 to May 2021

- Created editorial guidelines and brand personality for tone of all content and ensures consistency across mediums
- Managed and oversaw development of internal and external-facing content marketing, including documentation and reporting of outcomes for a high-growth, enterprise-level company - saw 75% expansion under content direction
- Lead strategic execution of company content through editorial calendar creation and direct supervision of content team
- Drove messaging, advertising and unique brand voice for wemlo (a SaaS startup) - more than doubling demos within 4 months
- Optimized digital content utilizing high-quality copy and SEO best practices to increase organic traffic (+133%), improve time on page (+42%) and reduce bounce rate (-57%)
- Acquired franchise leads (B2B) through collaboration with graphic design and digital marketing teams (3X increase since 2019)
- Conceptualized, wrote and published digestible copy for a wide variety of brand pieces including digital ads, print ads, sales brochures, social media, blogs, website content, internal communications, direct mail, email campaigns, newsletters, whitepapers, case studies, sponsored content, event comms, video scripts, and editorial articles
- Implemented robust drip and automated email campaigns in order to guide prospects through every stage of the sales funnel - improving sales team contact rates by 53%
- Developed content strategy through data collection, feedback and research - as informed by A/B testing, data taxonomy, Google Analytics and user experience (UX) data
- Constructed and refined target audiences, including pain points, needs, and desires through persona creation and consumer empathy

### Copywriter and Digital Marketer, Live Urban

Denver, CO — June 2017 to July 2019

- Devised and employed robust drip campaigns, utilizing 5 unique persona targets and 3 graduated phases - averaging 30% open rates
- Crafted compelling copy for a wide variety of brand pieces including digital ads, print ads, sales brochures, social media, blogs, website content, internal communications, direct mail, email campaigns, video scripts, and newsletters
- Increased time on page for blog posts from an average of 0:54 to an average of 3:17
- Earned three top Denver blog awards in the span of two years
- DAnalyzed marketing platforms to narrow spending and optimize content creation, thereby improving ROI
- Curated content to be shared daily on social media, eliciting up to 10X engagement growth
- Improved Google rankings from pages 10+ to pages 1-3 for the following [and other] search terms: Real Estate Agent (Local), Real Estate Agents (Local), Denver Neighborhoods (National), Denver Real Estate (National), Denver Real Estate Agents (National)
- Reduced pay per click on FB boosts from \$1-\$3 to \$0.10-\$0.75
- Led company-wide revision of brand through use of Design Thinking structure

### Content Manager, Irving Photography

Denver, CO — December 2013 to May 2017

- Wrote content-driven and keyword-optimized blog posts and website copy
  - Boosted Google rankings on 22 keywords to page 1
  - Analyzed marketing platforms to narrow spending and content creation in order to improve ROI
  - Created and fine-tuned Facebook marketing campaigns, generating 10+ client leads daily
  - Built a social media following of 100K+ from the ground up on 8 different platforms
  - Curated content to be shared daily on social media, eliciting up to 15% engagement for Irving Photography
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## EDUCATION

### Master of Business Administration (MBA), Strategic Business

Metropolitan State University of Denver 2018 — 2020 GPA 3.92

### Bachelor of Arts, Psychology

Metropolitan State University of Denver 2009 — 2013 GPA 3.69